

WHAT IS CLAIMED IS:

- 1 A method of enabling a person to use a mass transport system wherein a passenger uses a transportation pass, the method comprising validating the pass for conducting a commercial transaction outside the system.
- 2 The method of claim 1, wherein the pass gets validated electronically.
- 3 The method of claim 1, wherein the validating comprises modifying an amount of electronic money.
- 4 The method of claim 1, wherein the pass is validated for the transaction restricted to a predetermined geographic vicinity of the system.
- 5 The method of claim 1, wherein the validation relates to enabling to receive a discount in the transaction.
- 6 The method of claim 1, wherein the validation relates to reducing a fare for the system.
- 7 The method of claim 1, wherein the pass gets validated for conducting the transaction during a limited time period.
- 8 The method of claim 1, wherein:
 - the pass gets validated for conducting a respective commercial transaction during a respective pre-determined time period.
- 9 The method of claim 1, comprising monitoring the pass entering and exiting the system for profiling the passenger.
- 10 A method of enabling a person to conduct a commercial transaction with an electronic card, the method comprising validating the card upon completion of the transaction conducted outside a mass transport system for enabling the person to use the card as a transportation pass in the system.
- 11 The method of claim 10, wherein the pass gets validated electronically.
- 12 The method of claim 10, wherein the validation comprises modifying an amount of electronic money.
- 13 An electronic card for use both as transportation pass in a mass transport system and for conducting a commercial transaction outside the system.
- 14 The card of claim 13, for being validated by the system for the transaction.
- 15 The card of claim 13, for being validated for use as the transportation pass upon the transaction.

16. The card of claim 15, for being validated to receive a discount on a fare upon completion of the transaction.

17. A method of controlling an infrastructure of a geographic area wherein passengers use a mass transport system, the method comprising:

- monitoring transportation passes interacting with the system; and
- based on the monitoring providing incentives for the passengers to conduct a commercial transaction outside the system using the transportation passes as tender.

18. The method of claim 17, comprising creating a profile of a flow of passengers through the system.